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***“I MADE THE MOST EXPENSIVE MINT JULEP IN THE WORLD AND I DIDN’T KNOW IT!  
BUT IT WAS WORTH IT.” – David Wondrich***

**Bottle Of 1840 Pinet Castillon Cognac - Upon Which Pierre Ferrand 1840 Original Formula  
is Based - Sells For €8,000 Resulting In David Wondrich’s \$700 Mint Julep!**



**Ars, France (October 24, 2012)** - What happens when a rare bottle of 1840 Pinet Castillon sells for 8,000? Spirit historian David Wondrich realizes he made one expensive Mint Julep!

This past September 20, the 7<sup>th</sup> annual “La Part Des Anges” Cognac charity auction took place at the magical Château Chesnel near the city of Cognac, France. That night, a rare bottle of Pinet Castillon 1840 Cognac sold for €8,000. Alexandre Gabriel, owner of Cognac Ferrand and collector of historical Cognacs, had used the very same Cognac as the spirits model for his own Pierre Ferrand 1840 Original Formula Cognac which he launched in 2011 to great fanfare. Spirit historian David Wondrich helped Alexandre create this new Cognac, made specifically for classic cocktail use, which is how Cognac was often consumed in the 1840s.

At the time of their research, upon seeing Alexandre’s bottle of 1840 Pinet Castillon, Mr. Wondrich was compelled to make a mint julep so he could taste EXACTLY what a it would have tasted like in 1840 (at that time, mint juleps were made with Cognac, the bourbon-based mint julep came later). Alexandre agreed and so, based on the €8,000 winning bid at the 2012 La Part des Anges auction for the 1840 Pinet Castillon, David Wondrich’s mint julep cost \$700.00! That is one sweet Cognac Mint Julep!

“To be honest, I never thought of the cost,” says David Wondrich. “I asked Alexandre if we could make one, he smiled and said ‘why not?’. We drank history in a cocktail that night. It was a moment to remember and worth every penny!”

For a more affordable Mint Julep – and one made with Cognac as the original recipe called for – use Pierre Ferrand 1840 Original Formula Cognac (\$45.00 SRP) and follow David Wondrich’s recipe:

**Original Cognac Julep (Adapted by David Wondrich, Imbibe, 2007)**

In a highball glass, stir 2 teaspoons/10 ml superfine sugar with ½ oz./15 ml water until dissolved. Add 5 or 6 mint leaves (from the bottom of the sprig) and press very lightly with a muddler. Add 1 ½ oz./45 ml **Pierre Ferrand 1840 Original Formula** and fill w/crushed or finely cracked ice. Swirl with a bar spoon until the outside of the glass frosts. Add more crushed ice and another 1 oz./30 ml **Pierre Ferrand 1840 Original Formula** Stir again to frost the glass. Garnish with at least 1 sprig of mint, and preferably 3, and add a straw.

Pierre Ferrand 1840 Original Formula was named the “Best New Product” of the year at this year’s Tales of the Cocktail *Spirited Awards* celebration, the largest cocktail festival in the U.S.

The 7th Annual “La Part Des Anges” Cognac charity auction raised a record sum of €136,800 (\$177,046), donated entirely to charity, to the Order of Malta - France. At the event, two Americans were honored with Cognac Awards - Ann Tuennerman, Founder of Tales of the Cocktail, and David Wondrich, acclaimed spirits writer and spirits/cocktail historian.

**ABOUT PIERRE FERRAND COGNAC** [www.pierreferrandCognac.com](http://www.pierreferrandCognac.com), [www.facebook.com/PierreFerrandCognac](https://www.facebook.com/PierreFerrandCognac)

Pierre Ferrand Cognac is produced by Cognac Ferrand, one of the world’s premier boutique producer of fine spirits and the architect of the artisanal spirits movement. The award-winning Pierre Ferrand Cognac portfolio is available in fine restaurants, bars, lounges and liquor stores nationwide and includes: 1840 Original Formula, Ambre, Reserve, Selection des Anges, Abel, Ancestrale and the rare vintages 1972 and 1914. Cognac Ferrand has offices and production premises at Château de Bonbonnet in Ars, France and its brands are distributed in more than 40 countries. The brands available in the U.S. include the award-winning: Pierre Ferrand Cognac, Citadelle Gin, Plantation Rum, Pierre Ferrand Dry Curacao, Mathilde Liqueurs, Landy Cognac, Cerbois Armagnac and Daron Calvados. The portfolio of Cognac Ferrand products is imported to the U.S. by W.J. Deutsch & Sons. For more information about Cognac Ferrand, visit [www.cognacferrand.com](http://www.cognacferrand.com) or on [Facebook](https://www.facebook.com/PierreFerrandCognac).

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